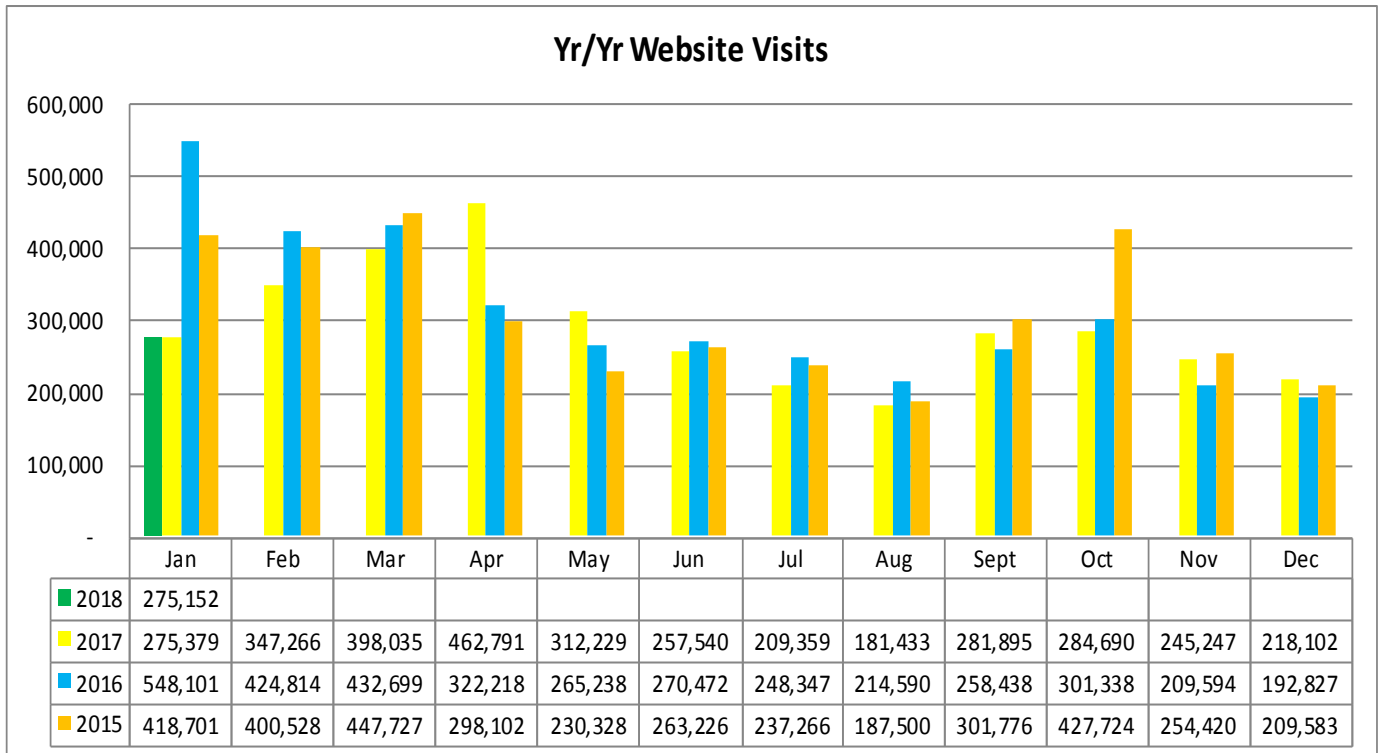




LouisianaTravel.com

TOURISM INDUSTRY INDICATORS
FEBRUARY 2018 MONTHLY TRACKING DASHBOARD
 Produced by the Louisiana Office of Tourism

LOUISIANATRAVEL.COM



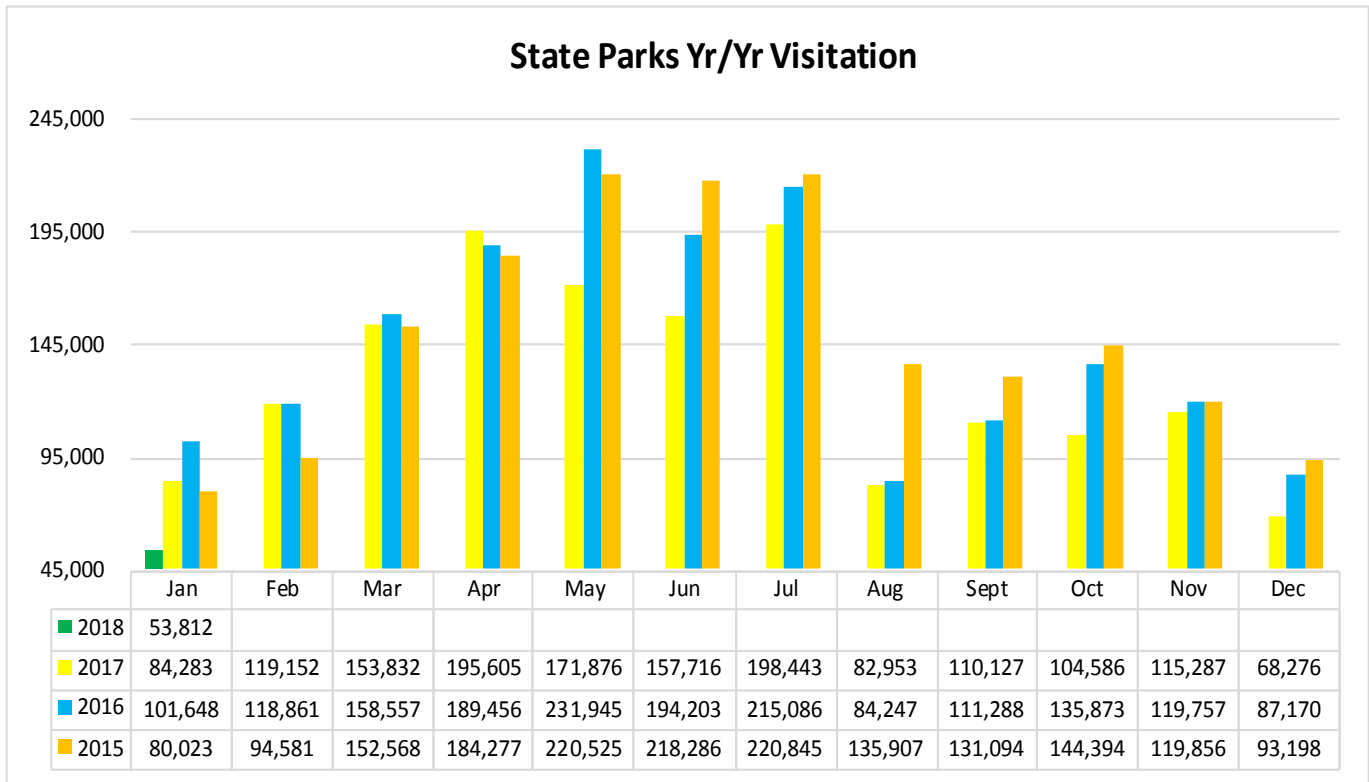
LouisianaTravel.com website showed a slight decrease of 0.1 percent in total web visits in January 2018 over January 2017.

Signals of Intent to Travel	Jan-18	Yr/Yr % Change	Jan-17	Yr/Yr % Change	Jan-16	Yr/Yr % Change	Jan-15
Order a Guide	3,695	-1.4%	3,748	2.5%	3,657	-33.5%	5,498
Visit Virtual Welcome Center	1,662	27.9%	1,299	-32.1%	1,914	-2.9%	1,971
eNewsletter Sign Up	171	12.5%	152	-25.9%	205	-33.4%	308
All Guide Downloads	1,110	265.1%	304	-39.4%	502	-45.3%	917

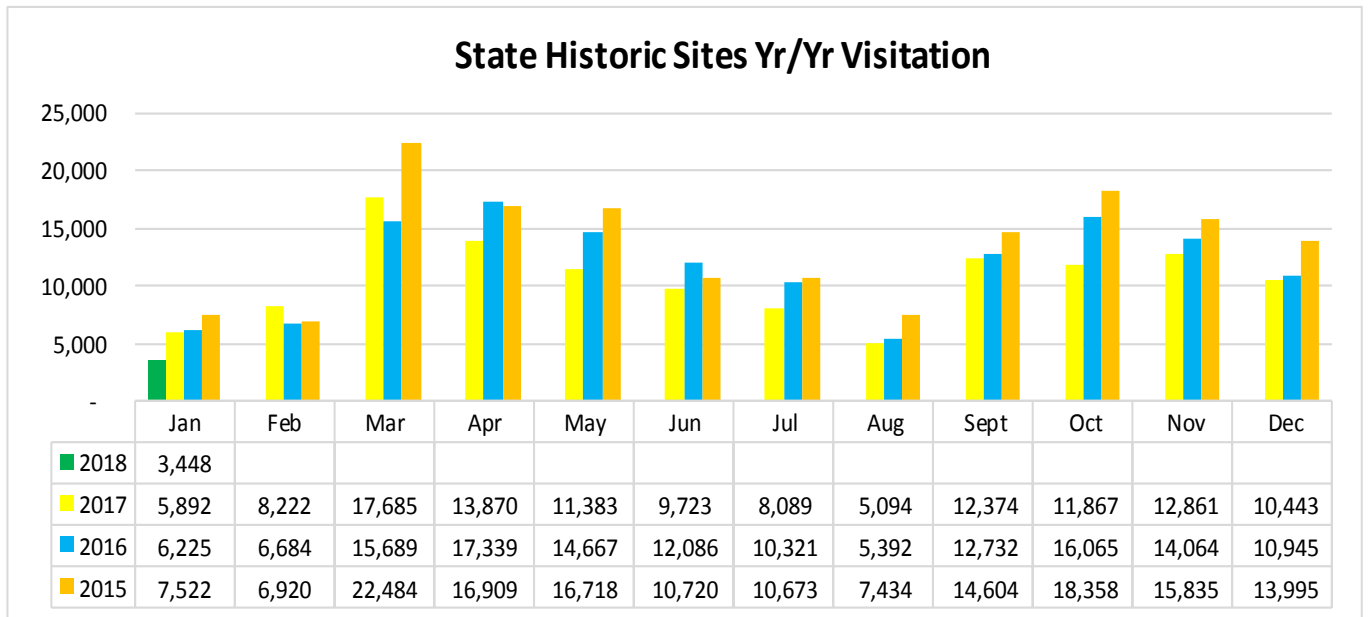
Source: Google Analytics

For more information on individual stats, visit <http://www.crt.state.la.us/tourism/louisiana-research/index> or contact Lynne Coxwell at lcoxwell@crt.la.gov or 225.342.2876.

STATE PARKS



STATE HISTORIC SITES

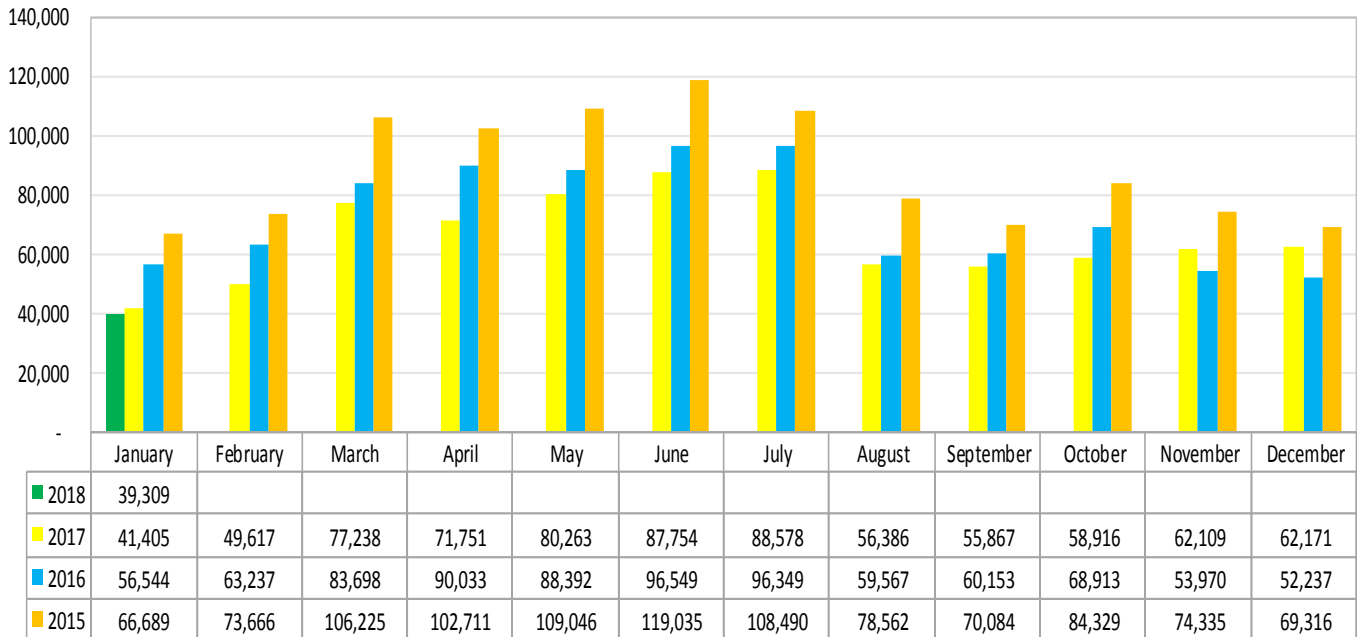


Source: Louisiana State Parks

For more information, contact Latoya Wells, Reservation System Director, at lwells@crt.la.gov or at 225.342.9519

WELCOME CENTERS

Welcome Centers Yr/Yr Visitation



Statewide welcome centers had a decrease of 5 percent in visitation in January 2018 over January 2017.

Note: Vinton Welcome Center remains closed for reconstruction.

Welcome Centers Visitor Totals

<i>International - Jan 2018</i>	
Canada*	1,710
Mexico	836
Australia	288
France	193
United Kingdom	117

<i>States** - Jan 2018</i>	
Texas	6,543
Mississippi	3,635
Alabama	2,586
Florida	2,351
Georgia	866

<i>Cities** - Jan 2018</i>	
Houston, TX	644
Mobile, AL	578
Lubbock, TX	290
Dallas, TX	259
Hattiesburg, MS	245

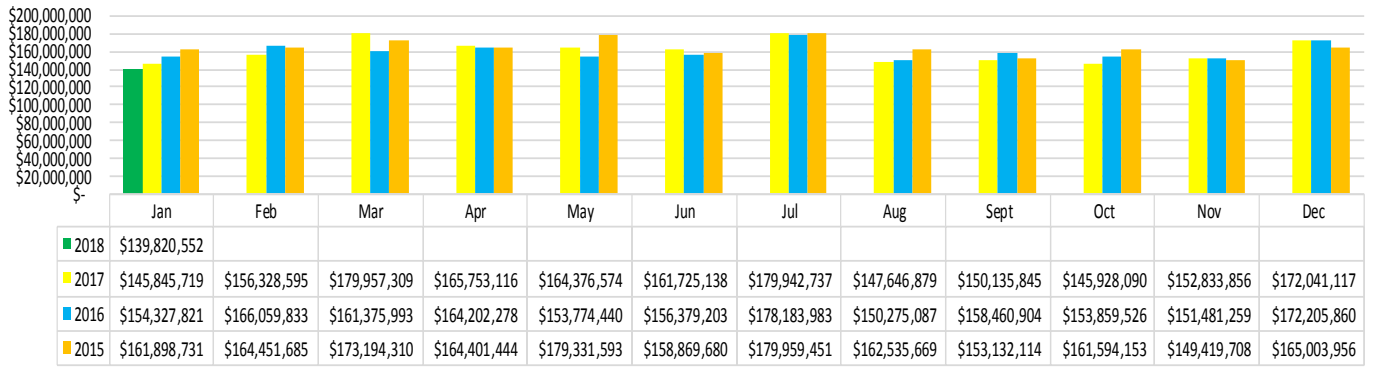
* Includes all of Canadian provinces in total. ** Excludes Louisiana residents.

Source: Louisiana Welcome Centers

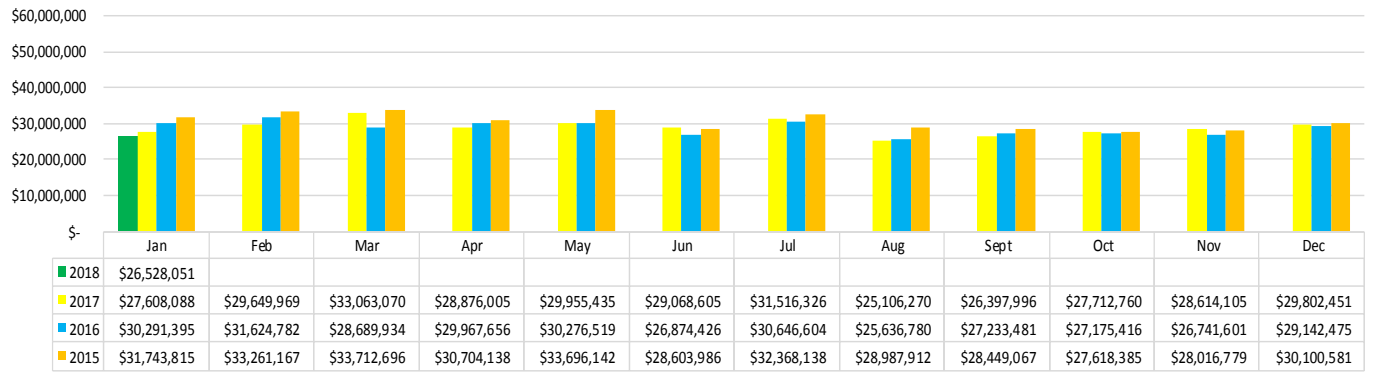
For individual Welcome Center visitation numbers, contact Nancy Broussard at nbroussard@crt.la.gov or 225.342.8122.

GROSS GAMING REVENUE

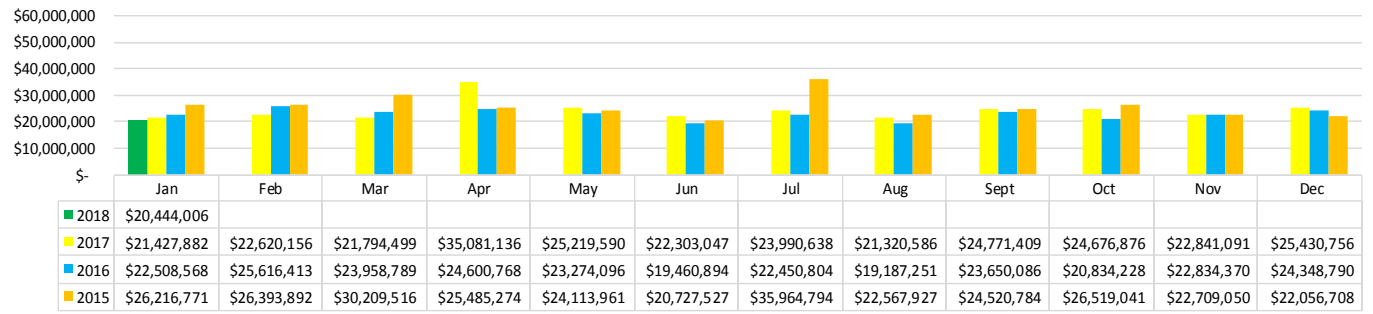
Riverboats - Yr/Yr Revenue



Racinos - Yr/Yr Revenue



Land Based - Yr/Yr Revenue



Video Gaming - Yr/Yr Revenue

